

1      **ABSTRACT**

2      The following subject matter associates new or different media content with  
3      a particular playlist while maintaining the playlist's corresponding reference(s) to  
4      content such as streaming media content. A server component receives a request  
5      from a client for one or more content items. The server component identifies a  
6      data structure that refers to one or more further content items. Next, the server  
7      modifies the data structure to reference the content item or items requested by the  
8      client. The server provides the content items referenced by the modified data  
9      structure to the client.

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